



Neighbors by Ring
Memorandum of Understanding

This agreement is entered into this 3 day of April, 2019 by and between Ring LLC ("Ring") and Peoria County Sheriff's Office ("Agency"), (collectively the "parties") and will provide Agency access to the Neighbors Portal to communicate with users of the Neighbors app ("Ring Neighbors") and encourage community engagement as we work together to make Peoria's ("City") neighborhoods safer.

- Neighbors by Ring app ("Neighbors App") is a digital neighborhood watch that both law enforcement and the public may access free of charge by downloading the Neighbors App (iOS and Android).
- The Neighbors App allows users to share and comment on real time crime and safety events in their neighborhood.
- As part of the program, Agency may:
 - Utilize the critical crime and safety events that are posted in the Neighbors App by Ring Neighbors to assist in law enforcement operations and investigations; and
 - Post information relating to critical incidents and other incidents in the app to keep Ring Neighbors informed regarding issues in their neighborhoods.

With an understanding that a robust, active and engaged user community is essential to the immediate, sustained and ongoing success of the program, the parties agree to the following responsibilities:

Ring

- Make the Neighbors App available to City residents free of charge.
- Make the Neighbors Portal available to Agency free of charge, including ongoing support and training for Agency employees.

Agency

- Maintain appropriate access controls for Agency personnel to use the Neighbors Portal.

Press Release

The parties shall agree to a joint press release to be mutually approved by the parties. Neither party may use the other party's name, logo, or likeness in any advertising or press release without prior written approval of the other party. Notwithstanding the foregoing, Ring shall be permitted to provide in-app alerts to Ring Neighbors announcing Agency's participation in the Neighbors App.

Term

Agency's participation in the program shall commence upon Agency's acceptance of these program terms. Either party may terminate Agency's participation in the program at any time by providing 30 days' written notice to the other party; provided that in the case of material breach of this Agreement by the Agency, Ring shall only be required to provide three days' written notice to Agency.

Privacy and Terms of Use

Ring will not provide any customer personal information, including video footage, to Agency without the prior

Christopher Watkins

From: Gretchen Pearsall
Sent: Monday, April 29, 2019 11:04 AM
To: kaleigh.bueckertorme@ring.com
Cc: Christopher Watkins
Subject: PCSO social posts to approve
Attachments: Neighbors Image.jpg

Hello Kaleigh,

Lt. Watkins asked that I forward these messages to you for your approval. Per guidelines, all posts will have the attached image included. Please note, the sample Twitter post I received was over the character limit, so I shortened a bit. Please let me know if they are okay:

Facebook:

We're excited to announce that the Peoria County Sheriff's Office has joined Neighbors by Ring! The 'Neighbors' app is a digital neighborhood watch right on your phone where you can get real-time crime and safety alerts from your neighbors and law enforcement.

The Sheriff's Office will be using 'Neighbors' to monitor crime in your area and send you updates on key crime incidents so you can all stay informed. By working together, we can all make Peoria County a safer community.

Text 'StaySafe' to 555888 or click here: download.ring.com/neighbors from your smartphone to download the app for free on iOS/Android and see what's happening in your neighborhood.

Nextdoor:

Subject: Peoria County Sheriff's Office has joined Neighbors by Ring

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Twitter:

We're excited to join Neighbors by @Ring, a digital neighborhood watch app that sends you crime and safety alerts from your neighbors and @PCSO1. Text 'StaySafe' to 555888 or go to download.ring.com/neighbors to download the app for free & see what's happening in your neighborhood.

Gretchen Pearsall
Director of Strategic Communications

Peoria County

324 Main St, Room 502
Peoria, IL 61602

o: (309) 672-6918
c: (309) 412-1478

Christopher Watkins

From: Kaleigh Bueckert-Orme <kaleigh.bueckertorme@ring.com>
Sent: Monday, April 29, 2019 12:57 PM
To: Gretchen Pearsall
Cc: Christopher Watkins
Subject: [EXTERNAL] Re: PCSO social posts to approve

Hi Gretchen,

Thanks for sending these over! These are approved on our end.

Let us know if you need anything else.

Thanks!
Kaleigh

On Mon, Apr 29, 2019 at 9:03 AM Gretchen Pearsall <gpearsall@peoriacounty.org> wrote:

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Kaleigh Bueckert-Orme

PR Coordinator

kaleigh@ring.com



1523 26th St.
Santa Monica, CA 90404
www.ring.com



[Download the Neighbors App.](#)
Join the new neighborhood watch.

Christopher Watkins

From: Rohit Murti <rohit.murti@ring.com>
Sent: Monday, April 8, 2019 1:30 PM
To: Christopher Watkins
Subject: [EXTERNAL] Re: [EXTERNAL] Re: [EXTERNAL] Re: [EXTERNAL] Ring MOU - Peoria County Sheriff's Office, IL

Lieutenant,

Thank you for your email. I have shared the MOU with our team. I'm going to get this processed and get a counter signature. Once that is complete, I'll share the completed MOU with you and will make introductions to our partner success team and we will have you on-boarded. This process should take approximately 3 weeks or less. Please feel free to call or email me if you have any questions.

Thank you for your time. We look forward to working with you!

Sincerely,

Rohit D. Murti

Community Partnerships Manager
T 832.992.9910 E rohit.murti@ring.com



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Santa Monica, CA 90404
www.ring.com



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On Mon, Apr 8, 2019 at 6:37 AM Christopher Watkins <cwatkins@peoriacounty.org> wrote:

Here is the MOU. Thanks



S.I.D. Lieutenant Chris Watkins

Peoria County Sheriff's Office

301 N. Maxwell Rd.

Peoria IL, 61604

work (309) 697-7823

cell (309)573-2820

From: Rohit Murti <rohit.murti@ring.com>

Sent: Wednesday, April 3, 2019 3:18 PM

To: Christopher Watkins <cwatkins@peoriacounty.org>

Subject: [EXTERNAL] Re: [EXTERNAL] Re: [EXTERNAL] Ring MOU - Peoria County Sheriff's Office, IL

That's great to hear Lieutenant, thank you! Once you have the postcard with the code (sent to you via mail), please enter that at the bottom of the MOU, along with a signature, and please share that with me. Once that is complete, I will make an introduction to your partner success team and they will schedule an onboarding with you. I will advise on next steps as we go through the process.

Sincerely,

Rohit D. Murti

Community Partnerships Manager
T 832.992.9910 E rohit.murti@ring.com



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Santa Monica, CA 90404
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On Wed, Apr 3, 2019 at 1:14 PM Christopher Watkins <cwatkins@peoriacounty.org> wrote:

Great the Sheriff just approved and we will move forward.

From: Rohit Murti <rohit.murti@ring.com>
Sent: Wednesday, April 3, 2019 3:12 PM
To: Christopher Watkins <cwatkins@peoriacounty.org>
Subject: [EXTERNAL] Re: [EXTERNAL] Ring MOU - Peoria County Sheriff's Office, IL

Hi Lieutenant,

That's correct. I just mailed out the postcard with the 4-digit code. It should reach you within a week.

Sincerely,

Rohit D. Murti

Community Partnerships Manager
T 832.992.9910 E rohit.murti@ring.com



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On Wed, Apr 3, 2019 at 1:04 PM Christopher Watkins <cwatkins@peoriacounty.org> wrote:

Received. Where is the four digit code? Your mailing that right?

From: Rohit Murti <rohit.murti@ring.com>
Sent: Wednesday, April 3, 2019 2:48 PM
To: Christopher Watkins <cwatkins@peoriacounty.org>
Subject: [EXTERNAL] Ring MOU - Peoria County Sheriff's Office, IL

Lieutenant Watkins,

It was a pleasure chatting with you today. Thank you for arranging our meeting to learn about Ring's approach to reducing crime in communities.

An overview of our program:

Our platform combines the deterrent value of a visible security system (devices) with the power of an actively engaged community (via a free app) to reduce criminal activity and to help solve open investigations.

Neighbors Portal is Law Enforcement's access to our platform. Portal highlights include:

1. **No Cost** - Neighbors Portal is free to Law Enforcement.
2. **Community Engagement** - Law Enforcement's ability to join the conversation on the Neighbors app (about posted video or in response to posted comments).
3. **Alerts** - You may post alerts which are highly relevant (proximity) to the recipient.
4. **Video Request** - You may request videos from Ring device owners who may have captured footage, that may be of relevance to active investigations.

As you review the attached MOU, or if others will be charged with this task, please feel free to contact me at any time. My cell number is 832-992-9910. As part of our security protocol, I have mailed out a postcard to you with a code. Once you receive it, please enter the code at the end of the MOU document, prior to sharing it with us. Once we receive the signed copy of the MOU, we can move forward with the on-boarding.

In the case where the MOU may need to go before City Council, we want to be sure to provide the proper support in advance. Please let me know if this is the case and I will loop in our PR and Media team for support.

Thank you again for meeting with me. I look forward to working with you and Peoria County Sheriff's Office.

Sincerely,

Rohit D. Murti

Community Partnerships Manager
T 832.992.9910 E rohit.murti@ring.com



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Christopher Watkins

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Sent: Wednesday, April 3, 2019 2:48 PM
To: Christopher Watkins
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Attachments: Ring MOU - Peoria County Sheriff's Office, IL.pdf

Follow Up Flag: Follow up
Flag Status: Flagged

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Sincerely,

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Community Partnerships Manager
T 832.992.9910 E rohit.murti@ring.com



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Christopher Watkins

From: Kyle Demmin <kyle.demmin@ring.com>
Sent: Thursday, April 25, 2019 5:56 PM
To: Christopher Watkins
Cc: Kaleigh Bueckertorme; Media
Subject: [EXTERNAL] PR Intro + Materials - Peoria County Sheriff's Office (IL) Joins Neighbors

Lt. Watkins,

Thank you for your time this afternoon to go through the Ring Neighbors Portal On-boarding. As discussed, I wanted to introduce Kaleigh Bueckert-Orme from our PR Team (CC'd) along with the initial press packet of materials (see below!).

First announcement item to note is the In-App message has been pushed out by Ring as simple a courtesy message so our existing users in the area know that your Sheriff's Office has joined the conversation (see example & more info [here](#)).

Beyond the in-app message, please review the press packet materials below and be sure to coordinate broader announcement plans and draft materials with Kaleigh from our media team in advance and before anything can go out to the press or public.

[Click here](#) to access the Announcement Press Packet and download the following materials;

- **Press Release Template:** Meant as a starting point template with standard messaging for you to update and send as final draft (via Media@ring.com) so our PR team can review and sign off before your team distributes via local press list, Dept. website, social media pages & any other preferred channels.
- **Sample Social Media Posts:** Sample content for posting the initial announcement via Facebook, Twitter, Nextdoor & any other social channels in tandem with the press release.
- **Talking Points & Reactive Q&A:** Basic talking points and answers to commonly asked questions for Dept. representatives to use when speaking about the Neighbors app and our partnership with the press/public.
- **Neighbors App Logo & Imagery:** High-res versions of the Neighbors app logo and other contextual images to incorporate with PR materials as needed.

The Neighbors App download link and simple text info below should be included in the initial announcement and in any future public communications from the Dept. when appropriate so that residents are able to download the app and participate;

Download Link: <http://download.ring.com/neighbors>

Simple Text Info: Or, simply text 'StaySafe' to 555888 from your smartphone. (not case sensitive)

That's it for now! Let us know once you've had a chance to review and if you have any questions in the meantime. If we're able to get this out before the weekend that would be great.

Best,
Kyle Demmin

--
Kyle Demmin

Partner Success Manager
kyle.demmin@ring.com
714-381-6291



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[**Neighbors Portal Resource Center**](#)